

## ABSTRACT

This invention provides a computer-implemented method and system for facilitating property transactions. This method and system includes profiling geographic areas and profiling a property seeker. The property seeker supplies seeker data including property characteristics desired by the property seeker, neighborhood features desired by the property seeker, and financial data describing the property seeker. The geographic areas are matched with the seeker data. The matched geographic areas and seeker data are presented. The method and system also provides for facilitating a property seeker's decision to market the property. The method and system can also provides for facilitating the exchange of information between the property supplier and the property seeker.